

# Social Media Dashboards

Week 2 – Jan. 16

UW Social Media Certificate

Winter 2013

# Agenda

- Around the space
- Housekeeping
- Community Management Project update
- Minute papers
- Social media dashboards
- HootSuite demo
- Homework assignment #1 – HootSuite report

# Around the space

- [MySpace relaunches](#) with a little help from Mr. Saturday Night Live himself, Justin Timberlake.
- [Facebook unveils Graph Search](#), takes on Google?
- [Instagram's new Terms of Service](#) go into effect—after it loses tons of subscribers to other services.
- What else?

# Housekeeping

- Due next week:
  - GOST document (1 per team) – 1/23
- Select your Key Performance Indicators (KPIs)
  - **Traffic:** Eyeballs/impressions, likes, clicks
  - **Leads:** Contact information
  - **Reach:** Followers, fans, shares, RTs, favorites
  - **Buzz:** Mentions, comments
  - **Customer Happiness (Customer Support):** Sentiment, likes

Read more:

- [Hubspot: How to set social media marketing goals](#)
- [Quantum Marketer: Why and how to set goals and objectives for your social media campaign](#)

# Community Management Project

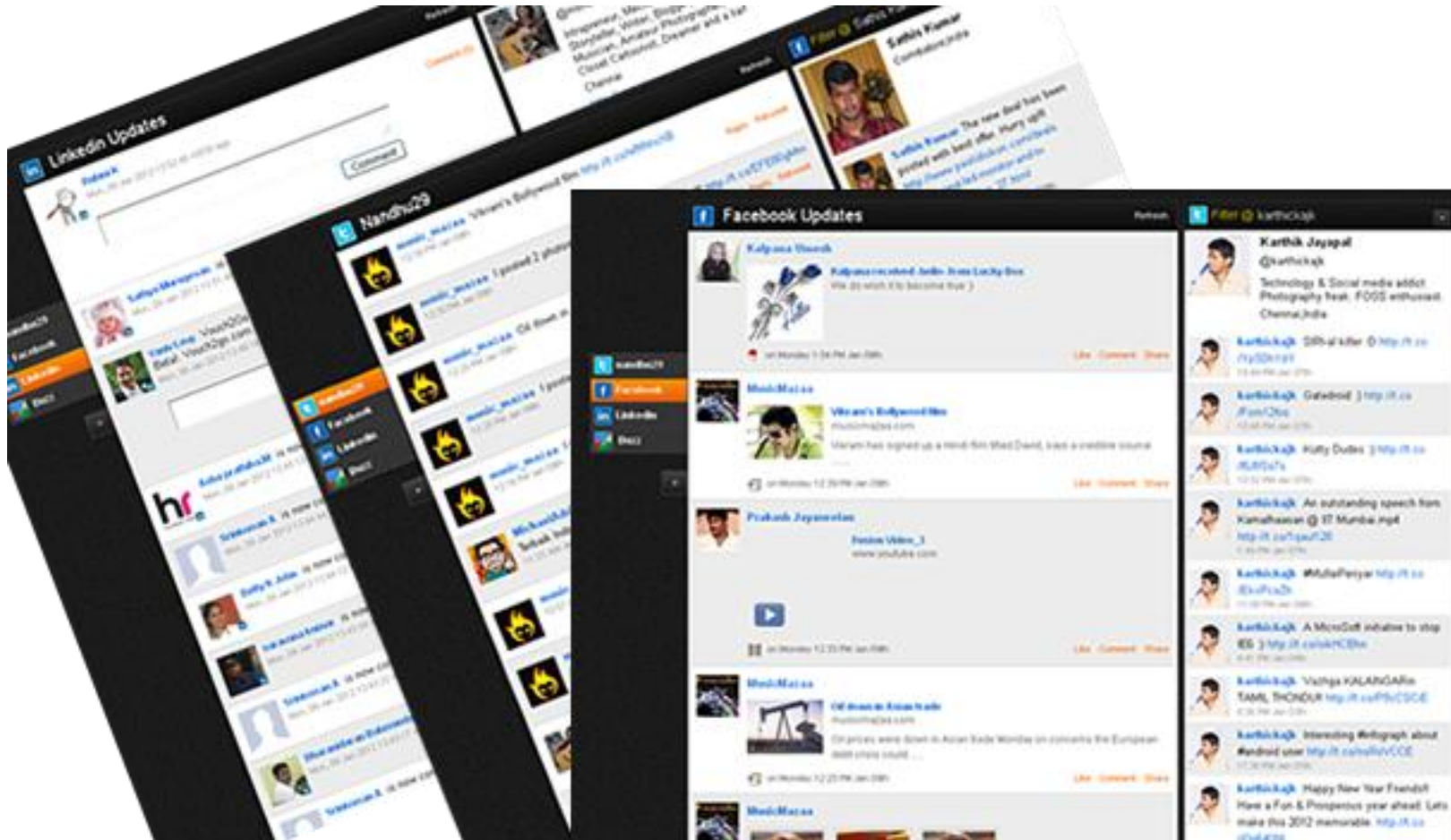
- Narrow your target audience.
- Use consistent naming and images.
- Name the pages **UW Social Media Class**, but when referring to UW SMC the “C” is for “Certificate.”



# Minute papers

- Every move we make – when we post something, send email, “like”, leave our GPS on our phones, swipe our credit cards – is a data point that collectively becomes the single most powerful asset for businesses, if they understand it and make it work. No wonder the explosive search for CDO (chief data officers) in corporations of all sizes. At one side, bursts of information, on the other, initial steps in the “social understanding” learning curve. Can it be more exciting?
- Measurement for measurement’s sake is good, but what are you learning? What implications does that knowledge have on your social marketing strategy and future campaigns? What does it tell you about your customer profile, and how you can build models that will lead to loyalty? To me, that's where the richness is.
- I do love data, and I have experience analyzing digital marketing data (mostly e-mail), but learning how to build a comprehensive case for a particular campaign or program using social media analytics, web analytics and e-mail marketing data combined, would put me head and shoulders above the rest in terms of business savvy, and would help me market myself for my next job.

# Social media dashboards

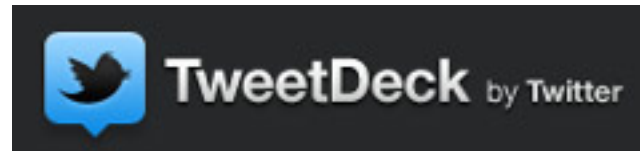


# Social media dashboards

- Dashboards can make posting and interacting on social media channels more efficient.
- Rather than updating each channel individually, dashboards save time and bring everything together in one simple interface.
- Schedule posts for the future.
- Optimize your work by monitoring key searches, competitors and relevant conversations.
- Collaborate with teams/clients, and assign messages.
- Analyze your efforts with built-in metrics.

# Examples

- HootSuite
- TweetDeck
- Spredfast
- Sprinklr
- Gremlin
- ExactTarget



# Choosing a dashboard

- Browser vs. desktop.
- Mobile apps for on-the-go social media management.
- Connect all (or most of) your social media channels.
- Access analytics and create custom reports.
- Schedule posts across multiple channels.
- How much does it cost?
  - HootSuite Basic is free; Pro is just \$10/mo.
  - Spreadfast subscriptions start at \$250/mo.
    - *Always ask about non-profit pricing!*

# HootSuite is a safe bet

- First and foremost, it's cost effective.
- Manage social media channels in one place
  - Facebook, Twitter, Google+, LinkedIn, Foursquare, WordPress and others with optional plug-ins.
- View conversations side-by-side, saving valuable time.
- Schedule posts.
- Work with teams, share notes and assign tasks.
- Trackable clicks via ow.ly URLs.
- Build custom analytics reports for Facebook and Twitter.

# There are limitations

- Can't view news feeds of Facebook pages you manage.
- No all-in-one reports.
- Pinterest not supported, Instagram not very well.
- Ow.ly reports don't tell the whole story.
- EdgeRank score affected by using third-party sites to post to Facebook.
- Multiple users can get expensive.

# Let's take a look



# Assignment #1

- Write a 1-page analytics report (10 points)
  - Using HootSuite, measure your social media performance over a 3-7 day stretch.
  - Must use Twitter; Facebook is encouraged.
  - Share enough content to make this report valuable.
  - Use shortened ow.ly URLs.
- Provide analysis of what you learned.
- Make recommendations for what you can do next.
- **Due prior to class 1/30 – week 4**

# Learn more about HootSuite

- [HootSuite walkthrough \(getting started\)](#)
- [Pricing and features](#)
- [AboutAnalytics.com review](#)
- [Mashable's HootSuite stories](#)
- [HootSuite University how-to videos](#)

